

key insights from the project

Revenue Growth:

- Revenue increased significantly more than 30%.
- Total transaction amount and count also increased.

Overview YTD:

- Overall revenue is 51M.
- Total interest is 7.27M.
- Total transaction amount is 40M.
- Male customers are contributing more in revenue than the female customers.
- Blue and Silver credit card are contributing maximum of overall transactions.
- Age group of 40-50 are contributing more in revenue than other age group.
- TX, NY, CA, and FL are top revenue-contributing states, collectively contributing more than half of the revenue.
- Blue card category are generating more revenue in comparing to other type of card holder.
- Married individuals contribute significantly to revenue.